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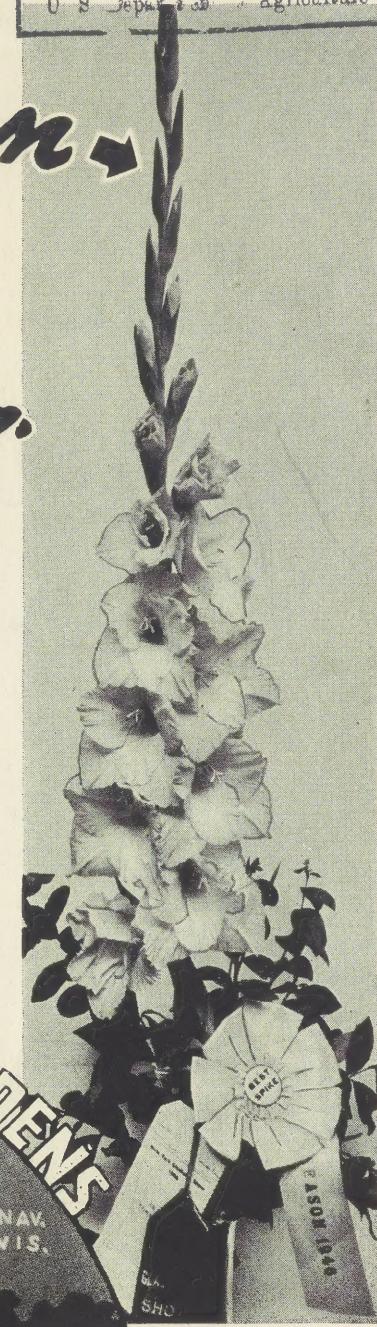
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-1947-

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COSMOPOLITAN GLAD GARDENS
"FAMOUS THE WORLD OVER"
281 WEST WISCONSIN AV.
MILWAUKEE 3, WIS.





Brings You News
About

**TWO GREAT
NEW GLADS**

ORIENTAL PEARL

The Wonder Glad

Watch Oriental Pearl! It is first beginning to get around where it might be seen, and "to be seen is to be loved." Its great future lies ahead. You can profit by starting to grow it now!

Oriental Pearl has proved to be wonderful in every respect. It germinates easily, propagates extremely well and is much sought after by florists for their large design work. For your personal use it will stand out among all the glads you cut and use in your home.

Oriental Pearl is a rich, lustrous, pearly cream, which deepens with the thickness of the petals as they enter the throat. The florets are of tremendous size, open wide and you can easily grow them to measure over seven inches across. It usually opens four or five of these large blooms, although you will find on the page of testimonials a quotation which says show spikes held eight of these immense florets. Oriental Pearl has exceptionally fine attachment for a large flower. You will never find a complaint in this respect.

The illustration on the cover shows my ten year old daughter with spikes from planting stock. I had 20,000 of these in bloom this past summer and it was a sight to behold. Large Florida growers were here to inspect these plantings and pronounced them superior to Leading Lady, Silver Wings or White Gold!

Oriental Pearl blooms a little late, just about equal to Picardy's season and is most excellent for your late flower needs. You can't make it crook! It blooms informally and you will find it most artistic.

Oriental Pearl will prove to be one of your best investments in gladiolus!

PRICES OF ORIENTAL PEARL AND SPIC & SPAN

Large	\$5.00
Medium	\$4.00
Small	\$3.00
Bulblets sold only in combinations of 1 large and 10 bulblets at \$10.00	

*Commercial Growers Write for
Quantity Prices*

ORIENTAL PEARL



A DOZEN IS AN ARMFUL

SPIC and SPAN

"The Greatest Name in Glads!"

SPIC & SPAN (Picardy x New Era)
COLOR.....Deep Pink
HEIGHT.....61 inches
FLOWER HEAD.....34 inches
BUDS22-24
Number Open10-12
Buds in color.....7
Floret size 4½ -5 inches.

It seems almost a waste of time to attempt to write a description of Spic and Span when it has such a great show record to induce you to try it.

Spic and Span is a deep, ruffled pink with the throat leaning a little toward salmon. Its parentage is Picardy X New Era and it has retained the best qualities of both. It has Picardy's height and a much more desirable color. It has taken New Era's fine ruffling and lovely pink florets. To this has been added the ability to open many florets, up to thirteen if left stand in the field. Its heavy substance enables it to hold the lower florets while the bloom progresses up the stem.

Spic and Span promises to be a great commercial flower. I can almost guarantee that you won't find a crook in a thousand. I like to refer to Mr. Fortnam's article in last February's

GOOD FOR HYBRIDIZING

"Spic and Span has good, viable pollen. On three crosses it produced as follows Bengasi 343 seeds, E. C. Cole 513, Legend 228."

G. L. P.

SPIC and SPAN

Flower Grower where he said, "Spic and Span grows as straight as a gun barrel."

Spic and Span is a good producer of bulblets. While digging some pre-peeled bulblets this fall I took particular note that bulblets were abundant, so I took time out to make a count on one bulb and found 87. This is higher than the average, of course, but you will find it a most satisfactory propagator. Bulblets have lightweight shells which makes for easy germination.

HEAT RESISTANT—DROUGHT RESISTANT

Milwaukee, like much of the country, had very trying growing conditions this past summer. My glad patch went week after week without water or rainfall, one stretch extending 40 days without rain. Naturally I was unable to produce any good flowers from this planting, but Spic and Span was outstanding among the many varieties in the field. The spikes stood head and shoulder above anything else and the hot searing winds failed to injure the florets. I consider this the greatest of this flower's many recommendations.

"Fortnam's spike of Spic and Span, which was selected as Champion Spike was sure a dandy. If the field performance of this glad equals its show room performance it certainly is going places."

L. M.

SPIC and SPAN—“THE GR SHOW WINNINGS At The Best Shows In The Land

It is to be remembered that this long list of show winnings was made from very limited plantings. Most of the major awards were made by Mr. Clarence Fortnam, of Tyler, Hill, Pa. Most of his show entries were shipped great distances where they were in competition with fresh local grown entries. Under such circumstances florets often become wilted because of days of travel and the shipments are also subjected to much rough treatment while in transit. Mr. E. A. Lins, of the Legion Trial Gardens, Spring Green, Wis. has also won some fine awards with Spic and Span. He calls my attention to the fact that it has almost never been beaten in its class except by another entry of Spic and Span. Thanks are acknowledged to these two men for the part they played in establishing this fine show record.

LIST OF SHOW WINNINGS—1945-1946 . . . FROM LIMITED PLANTINGS.

26 Firsts—4 Grand Championships, plus many Division Championships and Special Awards.

1945

EASTERN NEW YORK SHOW
Best Seedling and Champion Spike

TRIPLE CITIES—BINGHAMTON, N.Y.
Best Seedling and
Grand Champion Spike

OHIO STATE SHOW
First and contender for best Spike.

WISCONSIN STATE SHOW
3-spike Seedling Champion and
award for most ruffled florets.

1946

EASTERN N. Y. GLADIOLUS SOCIETY
Whitehall, N. Y.
August 23-24
First

1946

WISCONSIN SEEDLING AND
RECENT INTRODUCTION SHOW.
1st—Single spike deep pink Seedling.
Champion 3-spike Seedling.
1st—3-spike deep pink Seedling.
Champion Basket.

GARFIELD PARK, CHICAGO,
Aug. 10, 1946
(Entered in Recent Introductions)
1st—Single spike, deep pink.
1st—Single spike in Commercial Div.
1st—3-spikes, deep pink.
1st—in Amateur Section.
Best Recent Introduction.

EASTERN NEW YORK GLAD SOC.,
New York City, August 7th.
Grand Champion of Show.

TRI-CITY SHOW, BINGHAMTON,
N.Y., August 13, 1946
1st—in vases, deep pink and
Grand Champion Vase.

1946

1ST WISCONSIN SHOW Milwaukee
Best Basket 1st—Single Spike
1st—3-spike.
1st—in Recent Introductions
Most open Florets
Best 1946 Introduction.

INDIANA GLAD SHOW,
Wabash, August 17th
Grand Champion of Show.

2ND WISCONSIN SHOW,
Wausau, Wis., August 24, 1946
1st—Single spike 1st—Three spikes
2nd—Single spike 2nd—Three spikes
Best Formal spike 3-spike Championship
Best 1946 Introduction.

1946

LIMA, NEW YORK
1st and best in 400 class
1st in Recent Introductions.

DETROIT, MICH.
1ST DETROIT SHOW

CORTLAND, N. Y.
Best Recent Introduction
Included in Mr. Fortnam's
winning group of 5
Best North American Originations.

ELMIRA, N.Y.
1st—Recent Introductions.

CONNECTICUT SHOW
1st and Reserve Champion
Longest Flower Head
Most Open Florets.

*Will be seeing you at the International Gladiolus Show
Binghamton, N. Y., August 19, 20, 1947*

THE GREATEST NAME IN GLADS!"



"LIGHT AND DEEP PINK:
This class is headed by the variety Spic and Span, just introduced this fall. I have shown this variety for the past 2 years, winning best Spike in 4 shows; Best Seedling in 9 shows; Best Recent Introduction in 5 shows and 14 firsts. It is a very consistent grower and opens up to 10 florets in water, with many buds in color "

Clarence D. Fortman in
E.N.Y.G.S. & N.J.G.S.
Bulletin.

Picture shows a partial display of Spic & Span ribbons. There are many trophies and medallions which go with the collection.

A New Introduction!

Selecting a Name

If you were to introduce a new variety of gladiolus, how would you proceed to select a name. This, of course, is not an easy matter. First it is necessary to find a name easy to remember. It is also needful to have a name which might help to describe your flower. The name must be appealing, inviting, probably "catchy." When I plan to introduce a new variety I keep planning, and thinking of suitable names sometimes over a year in advance.

When I first saw Spic and Span in bloom that name just seemed to pop right into my mind. The outstanding ruffling of the florets reminded me of grandmothers lace and frills which were always so meticulously clean, so neatly pressed. Spic and Span grew so stately, it was so well groomed. Yes, it reminded me of grandmother and her home where everything was kept so "spick and span," from the spotless hardwood kitchen floor to the hand woven rugs in the bedrooms.

So that's how the name developed. When you see your first Spic and Span in bloom, just see if this name is not most applicable.

PREVIEW FOR 1947

**KEEP YOUR EYES
OPEN FOR THIS ONE!**

Here's going to be a marvellous blue ribbon winner, with great possibilities as a commercial flower. Winner wherever shown . . . 3-spike seedling champion at Garfield Park, Chicago, 1946 show---Best formal seedling at Wisconsin State show, Milwaukee, 1946



They Say Some Nice Things About **ORIENTAL PEARL!**

"Had a few of Oriental Pearl this last summer. It was the tallest and one of the best ones in 60 new varieties that I tried this year."

L. L. M. (Copemish, Mich.)

"Oriental Pearl was grand from the few large bulbs I had."

B. L. S. (E. Rochester, N. H.)

"Oriental Pearl won two specials at Ottawa for me. I also had it in several other classes that came first. We had some grand spikes from the large and medium bulbs. Small bulbs are blooming at present and they are also real good, in fact extra! We had a display at Montreal, non-competitive, and had many of the new varieties including two fine spikes of Oriental Pearl. This display attracted a lot of attention and every one went for this big glad. It had eight open and, oh boy, what a size."

H. E. S. (Ottawa, Canada.)

"Oriental Pearl grew quite well for me and I compliment you on selecting such a fine name."

C. S. (Berkeley, Calif.)

"Now a few words and a million thanks for the Oriental Pearl. I did not have it ready for the show, but I took a spike along when I went in to New England on my trips. I also showed it all through this section. I had a visitor here from one of New York's grandest flower shops. He came, he saw, and he nearly passed out when he saw Oriental Pearl."

H. P. (Brewster, N. Y.)

"This year we cut several Oriental Pearl spikes and left them in the packing shed, wrapped in newspaper for 24 hours, then put them in water. They came back and opened well."

W. W. W. (Brookhaven, Miss.)

"Your Oriental Pearl is a wonder." F. H. (Creston, Iowa.)

"Oriental Pearl bulblets are a real surprise as they are shooting spikes (Aug. 24th) for which I receive \$1 per doz." It sure grows wonderfully from bulblets."

M. K. (Tyrone, Pa.)

"The large bulb of Oriental Pearl which I received from you this

spring bloomed this week . . . a wonderful spike, fine color and perfect placement. Truly "the Wonder Glad." Am well pleased with it."

C. H. K. (Bend, Ore.)

"ORIENTAL PEARL: This flower really amazed everyone who saw it; from one large bulb and two small ones, three huge flowers were cut."

R. A. H. (Logansport, Ind.)

"I had some very fine blooms from Oriental Pearl, but they were two weeks too early for our show."

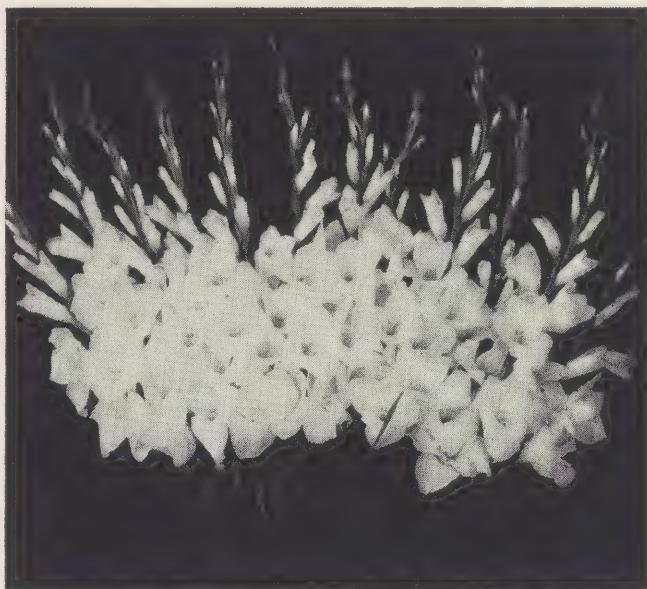
C. H. S. (Rush City, Minn.)

"I am already growing your Oriental Pearl and it was the Grand Champion of our Flower Show, and we sure had some dandies this year."

C.H.B.(Prescott, Ont., Canada)

"I am glad to grow one new origination that lived up to advance notices." A. D. (Boston)

"Without a doubt, Oriental Pearl was about the finest glad in our trials!" (Michigan)



ANNA MAE

THE FLOWER BUSINESS GROWS

Music and Flowers! Here are two of the nice things in life which cannot be taken away from us.

I remember when the war first started, some of Milwaukee's best florists predicted that within one year we would all be out of the flower business. What happened? The business grew and prospered as never before. Our men in service all over the world quickly learned that flowers offered the nicest, most personal way to send their messages of love. These millions of men who sent the flowers, and the millions of loved ones who received them, learned something new about flowers. They have learned to love them and to want them.

This ever increasing appreciation of flowers has increased their use. I believe that great days lie ahead for everyone in the flower business. Probably it will be necessary to do business on a lower price scale, but production will continue to rise and by selling more and more flowers, we can continue to increase our income.

It will especially pay the cut flower growers to prepare now for this expanding business. The time has come when flower growers must stock the new glads if they want to stay in the business. The retail flower buyers have become familiar with, and select first, from the choice new florists colors, the fancy ruffled varieties, and the beautiful spikes which the modern glads offer.

Try *Cosmopolitan* this year for your gladiolus bulb needs. You will find your order well filled with disease free, firm, ripe, expertly grown bulbs.

Many New Ones RETAIL PRICES The Best Old Ones

PRICES PER EACH				Per 10 Large			BULLETS			
	Large	Medium	Small	Each	Per 10	Per 100	Large	Each	Per 10	Per 100
Abigail	\$5.00	4.00	3.00		.50	5.00	40.00			
Alagonquin	.10			1.00						
Amulet				1.00						
Annamae	.10	.08		1.00						
Autumn Gold	.15	.10								
Badger Beauty	.20	.15	.10	1.50			1.50			
Blue Lagoon	6.00	4.00	3.00		.60	5.00	40.00			
Birch Red		4.00	3.00		.50	3.50				
Brown Orchid	.25			2.00			1.00			
Burma	.50	.35	.25			.50	4.00			
Chamouny	.15	.10		1.25			.50			
Color Marvel	5.00	3.50	2.50		.50	5.00	4.00			
Connecticut Yankee	4.00	3.00	2.00		.50					
Elizabeth The Queen	.20	.15	.10				1.00			
Exclusive	1.00	.75	.50		.12	1.00	8.00			
Fair Angel	.15	.10		1.25			1.00			
Fabulous	4.00	3.00	2.00		.50	4.00	32.00			
Fay			.30				6.00			
Fuchsia Belle	2.50	1.50	1.00		.25	2.00	16.00			
Glamis	.25	.20	.15	2.50			.75			
Gleam	1.50					.12	1.00			
Halloween	.20	.15	.10				2.00			
High Finance	.20	.15	.10	1.50			1.00			
Huntress	1.75		1.50		.25	2.00	16.00			
Jules Amott	.10			1.00						
Kenwood		.25	.15				3.00			
Lady Jane	.15	.10		1.25			.25			
Leading Lady	.35	.25	.15			.40	3.00			
Lavender Prince	.75	.50	.35		.10	.75	6.00			
Marsellaise	.30	.20	.10	2.00			2.00			
Marimba	.20	.15	.10	1.50			1.00			
Martha Deane	5.00	4.00	3.00		.65	5.00	40.00			
Mrs Wisconsin	.80	.60	.40			.80	6.00			
Myrna Fay	4.00	3.00	2.00							
Madaline Brown	.75	.50	.25		.05	.40	3.00			
Mandaleen	.30	.20	.10				2.00			
Orange Gold	1.50	1.00	.50		.20	1.50	12.00			
Cigarita	.15	.10	.05	1.25			1.00			
Oriental Pearl	5.00	4.00	3.00							
Oregon Gold	.15	.10					1.00			
Pacifica	.25	.15	.10	2.00						

PRICES PER EACH				Per 10 Large			BULLETS			
	Large	Medium	Small	Each	Per 10	Per 100	Large	Each	Per 10	Per 100
Pink Charm	4.00	3.00	2.00				.50	4.00	32.00	
Pink Picardy	.25	.15	.10	2.00					2.00	
Pink Paragon	.20	.15	.10	1.50					.75	
Pink Radiance	.15	.10		1.25					.50	
Red Eagle	.50								2.00	
Red Charm	.15	.10	.05	1.25					1.00	
Rose O'Day	1.00	.75	.50							
Stoplight	.20	.15	.08						1.00	
Spotlight	1.50	1.00	.60				.15	1.25	14.00	
Susquehanna	.35	.25	.15						1.00	
Snowsheen			.20						1.00	
Silver Wings	3.00	2.00	1.50				.30	2.40	19.00	
Sunlight	3.50	3.00	2.50				.70	5.00	40.00	
Vangold	.75	.50	.35				.10	.75	6.00	
Variation	.15	.10		1.25						
Vista Bonita	.10							1.00		
Vulcan	.25							1.00		
White Gold	.20	.15	.10	1.50					1.50	

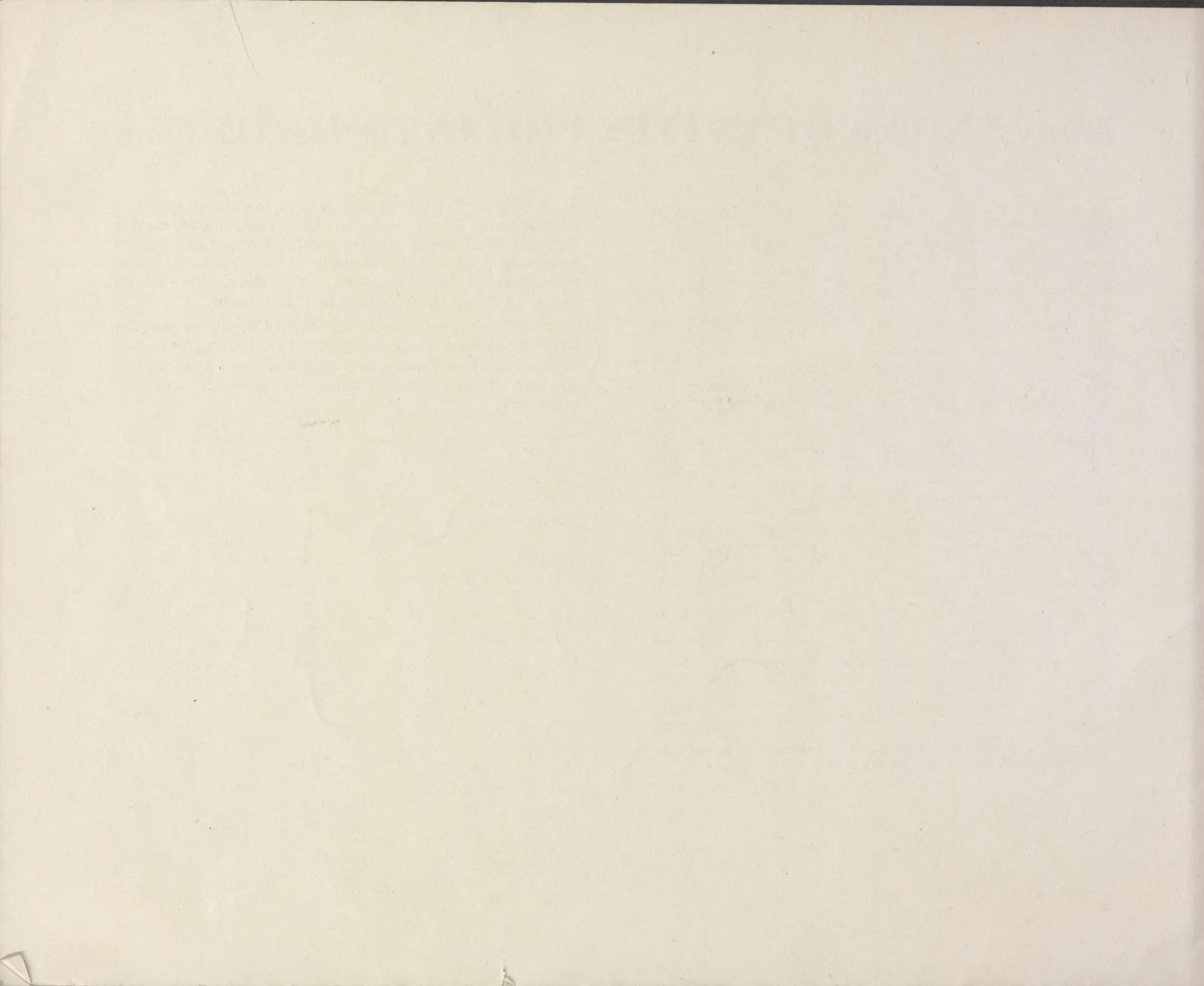
Many New Ones QUANTITY PRICES The Best Old Ones

VARIETIES	100 Large	100 Medium	100 Small	BULBETS		
				100	1000	QT.
*Annamae	6.00	4.00	2.50		2.50	
Burma	35.00	24.00	15.00	4.00	15.00	50.00
*Candy Heart		5.00				5.00
*Corona	6.00	4.00	2.50		2.00	4.00
*Elizabeth the Queen		8.00	5.00		5.00	25.00
Francis Erwin			2.50			
*High Finance	7.00	5.00	3.50		4.00	10.00
Huntress				16.00		
*Kenwood			13.00			50.00
*King Bee	6.00	4.00	2.50			5.00
*Lady Jane	6.00	4.50	3.00		2.00	5.00
*Leading Lady	25.00	16.00	10.00	3.00	20.00	75.00
*Marimba	18.00	14.00	8.00		6.00	20.00
Maryland Maid	22.40		16.00			
Miss Wisconsin	50.00	35.00	22.00	6.00	30.00	100.00
Ogarita		7.50				12.00
*Orange Gold	125.00	50.00	30.00	12.00	40.00	
Orange Prince	64.00		48.00			
*Oregon Gold		5.00				7.50
*Oriental Pearl	320.00	256.00	102.00	32.00	150.00	500.00
Pink Picardy Sport	18.00	14.00	8.00		7.00	25.00
Purple Beauty		5.00				5.00
Red Charm	10.00	7.00	5.00		5.00	20.00
Silver Star	64.00		48.00			
Silver Wings	192.00	128.00	96.00	19.00	75.00	300.00
*Snow Princess	6.00	5.00				5.00
Showsheen	19.00	12.59	6.00			
*1947 Spic & Span	320.00	256.00	192.00	32.00	150.00	500.00
*Spotlight (Yellow)	96.00	64.00	38.00	14.00	70.00	250.00
*Van Gold	35.00	25.00	18.00		20.00	75.00
Vista Bonita	7.00	5.50	3.50			5.00
*White Gold	7.50	6.00			4.00	15.00

*1000 bulbs at 8 times the 100 price (250 at 1000 rate—25 at 100 rate)
All prices F.O. B. Milwaukee, net and cash.

A long sunny growing season has given me an excellent crop of bulbs, grown on the dry side, firm, plump, disease free. My stock has been given careful growing and special fertilizing. I have excellent stocks of Leading Lady, Anna-mae, Marimba, Miss Wisconsin, Orange Gold, Silver Wings, Van Gold, White Gold, Vista Bonita, Spot Light.

Bulbs are again in heavy demand. Cut flower growers have made money this past season and are keeping up-to-date in stocking these leading new varieties. Don't shop around too long. If you want good bulbs, first selection, send your order now.



Cosmopolitan Glad Gardens
231 West Wisconsin Ave.
Milwaukee 3, Wis.

Date _____

Name _____

Street _____

Post Office _____ State _____

Express Office _____

All shipments carry ample insurance. If parcel is damaged or gives indication of frost damage make immediate examination and present claim to your express office. All orders accepted subject to stock being unsold. Orders filled numerically as received. No guarantee is given covering growth of bulbs or bulblets.

TOTAL \$

